JONES DAY

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June 1, 2018

VIA ECFS

Ms. Marlene H. Dortch Secretary Federal Communications Commission 445 12th Street, SW Washington, D.C. 20554

Re: WC Docket Nos. 18-28 (Text-Enabled Toll Free Numbers) and 17-192 (Toll Free Assignment Modernization) and CC Docket No. 95-155 (Toll Free Service Access Codes)

Dear Ms. Dortch,

Twilio Inc. ("Twilio"), by its undersigned counsel, hereby gives notice of three meetings related to the above-referenced proceedings. On May 31, 2018, Doug Gardner and Emily Emery of Twilio and I met with Dr. Jay Schwarz, Wireline Advisor to Chairman Pai. During that meeting, Twilio distributed the attached materials regarding Twilio's decade of pioneering work in communications and in particular in all forms of messaging, including toll free messaging. Mr. Gardner and Ms. Emery also met with the Wireline Competition Bureau's E. Alex Espinoza in person and Ann Stevens and Heather Hendrickson by phone. On May 24, 2018, Mr. Gardner and Ms. Emery spoke by phone with Jamie Susskind, Chief of Staff to Commissioner Carr.

During the meetings, Twilio voiced its support for the Commission's Circulation Item in WC Docket No. 18-28. Twilio also noted that the consumer-focused Circulation Item further supported the Commission's effort in WC Docket No. 17-192 to begin auctioning toll free numbers. By clearly establishing that the assigned subscriber has control over whether and how a toll free number is text enabled, the Commission will go a long way toward clarifying the rights of toll-free number holders. Pursuant to the Circulation Items' Declaratory Ruling, the existing RespOrg process will be available to consumers to make known their decision to text enable toll free numbers assigned to them. As is the case for voice, consumers exercise their choice of text service and service provider through the RespOrg process.

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Indeed, the RespOrg's role in the authentication process for toll free voice and texting plays an important role in combating the use of toll free numbers for fraudulent and otherwise unlawful purposes.

Respectfully submitted,

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Michael B. Hazzard

Counsel to Twilio, Inc.

Attachment

TWILIO IS A NEW APPROACH.

WE ARE A CLOUD COMMUNICATIONS PLATFORM

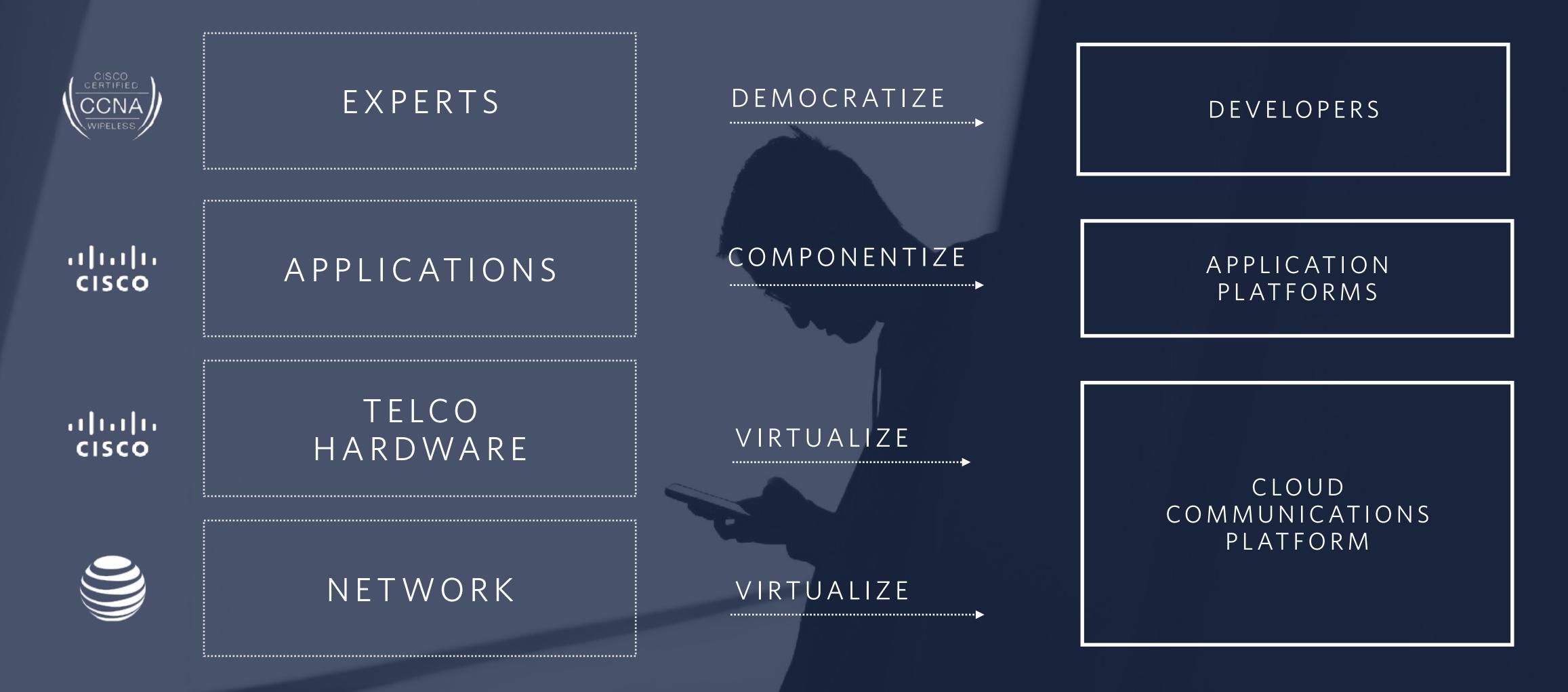
THAT ENABLES COMPANIES TO

BUILD, SCALE, AND OPERATE ANY

COMMUNICATIONS EXPERIENCE USING APIS.



THIS IS HOW WE REVOLUTIONIZED EVERY LAYER OF COMMUNICATIONS.





Twilio is the **leader** in communications platform globally.

Gartner

April 2017

1,900,000+
DEVELOPERS

40,000+
BUSINESSES

100+ COUNTRIES

THE DISRUPTORS HAVE FOUND A PATH FORWARD WITH TWILIO.

lyA NORDSTROM Coca Cola Enterprises amazon.com ıntuıt. (airbnb ING SONY stripe (DELL) **Expedia** macys salesforce **Microsoft** Morgan Stanley NETFLIX zendesk **Actions** Alaska PayPal • • OpenTable coinbase box © tripadvisor ∗ venmo EMC² lifesize. Docu Sign XAtlassian SurveyMonkey¹

AND THESE ARE THE RESULTS.

3 X

BETTER CONVERSION RATES

WITH AUTOMATED CALL BACK TO WEBFORMS

AIG

≱Zillow

5 X

HIGHER ENGAGEMENT

WITH CALL AND TEXT
CAMPAIGNS
COMPARED TO EMAILS

The New Hork Times

Sprint

86%

FRAUD REDUCTION

USING TECHNIQUES
SUCH AS 2FA AND
PHONE VERIFICATION

vmware

f

50%

FASTER COORDINATION

USING SMS TO
DISPATCH YOUR
MOBILE WORKFORCE

(airbnb



+39PP

HIGHER CSAT

WITH A SEAMLESS
OMNICHANNEL
EXPERIENCE

ING DO

Morgan Stanley

THIS IS HOW TWILIO ENABLES DISRUPTORS.

DEVELOPERS

APPLICATION PLATFORMS

CLOUD COMMUNICATIONS PLATFORM VISUAL EDITOR

RUNTIME

ENGAGEMENT CLOUD

PROGRAMMABLE COMMUNICATIONS CLOUD

SUPER NETWORK

TWILIO'S COMPLETE CLOUD COMMUNICATIONS PLATFORM.

